Sales Pipeline

Opportunity Owner Deep-dive

Services New Business Add-On Business

Bellina Catmull

CHAMPIONS

	OPEN PIPELINE		
	Pipeline Value	Weighted Pipeline Value	Open Opportunities
	$ 2.3M	$ 1.2M	38
	Pipeline Value	Weighted Pipeline Value	Open Opportunities
Existing Clients	$ 1.6M 71%	$ 0.8M 65%	29 opp.
Prospects	$ 0.7M 29%	$ 0.4M 35%	9 opp.
	Pipeline Value	Weighted Pipeline Value	Open Opportunities

Opportunity Type

Services	$ 0.6M 25%	$ 0.4M 37%	11 opp.
New Business	$ 0.9M 40%	$ 0.4M 35%	11 opp.
Add-On Business	$ 0.8M 35%	$ 0.3M 28%	16 opp.
	Pipeline Value	Weighted Pipeline Value	Open Opportunities

Bellina Catmull Profile over last 36 months

Pipeline Generation	★★★★★	VERY HIGH Ability to generate pipeline
Existing Clients	★★★★★	*VERY HIGH Ability to generate pipeline with existing clients*
Prospects	★★★★★	*VERY HIGH Ability to generate pipeline with prospects*
Conversion Rate	★★★★★	VERY HIGH Conversion Rate
Total Sales	★★★★★	VERY HIGH Ability to sell
Existing Clients	★★★★★	*VERY HIGH Ability to sell to existing clients*
Prospects	★★★★★	*VERY HIGH Ability to sell to prospects*
Average Deal Size		

What is

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Salesforce | Sales Pipeline